

**INTERAGENCY OVERSEAS EMPLOYEE POSITION DESCRIPTION**

This document is used for regulatory purposes relating to the appointment and payment of public funds. False or misleading statements may constitute violations of such regulations. Prepare according to instructions from the Supervisor's Field Guide for Supervisors of Locally Employed Staff, Chapter 2 (3 FAH-2 H-440).

1. Post Ho Chi Minh City	2. Agency Foreign Commercial Service (FCS)	3. OPS Job Code H61053			
3b. Post Job Number FCS-A-09 et al		3c. Subject to Identical Position? If Yes, provide total position number and list all additional job number(s) in 3d. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
3d. Total Number of Positions 03					
Identical Additional Post Job Numbers FCS-A-09, FCS-A-02 & FSC-A-03					
4. Post Position Title or Working Title (if different from official title)					
5. Reason for Submission <input type="checkbox"/> New position <input checked="" type="checkbox"/> Implementation of SJD/FJD <input type="checkbox"/> Recertification of position description <input type="checkbox"/> Significant changes to existing position/reclassification <input type="checkbox"/> Reorganization or reprogram of existing vacant position to position with different official title or occupational series - <i>provide OPS position Number and OPS Job Code for existing vacant position</i>					
6. Organizational Design					
6a. Office/Section Foreign Commercial Service (FCS)		6b. First Subdivision			
6c. Second Subdivision		6d. Third Subdivision			
7. Certifications/Signatures					
7a. Employee	I acknowledge receipt of this description of my position duties and responsibilities.				
7b. Supervisor	I certify that this is an accurate description of the duties and responsibilities of this position.				
7c. Section Chief/ Agency Head	I certify that this is an accurate description of this position and there is a valid management need for this position.				
7d. HR Officer/ Mgmt. Officer	I certify that this is an accurate description of this position.				
8. Classification Action and Certification - I certify that this position has been classified within established standards.					
8a. Classification Center RSC-EAP-PCD	Official Title Commercial Specialist	Job Series FSN-1510	Grade FSN-10	Approver Name	Date Approved 06/16/2023
8b. GTM/OE GTM/OE	Official Title Commercial Specialist	Job Series FSN-1510	Grade FSN-10	GTM/OE Name	Date Approved 6/15/2022

8c. Recertification Reason		RCC/Approver Name		Initials/Date	
9. Post PD Review	Initials/Date	Initials/Date	Initials/Date	Initials/Date	Initials/Date
9a. Employee					
9b. Supervisor					
9c. HR/Mgmt. Officer					

A. FJD/SJD text that is in BLACK (no color) must be maintained by post with no modification.  
B. FJD/SJD option text in GREEN requires post to enter values that are specific to the local position.  
C. FJD/SJD option text in BLUE designates an option that may be used if required in the local position. If not required, text in BLUE should be deleted

#### 10. Job Overview

Commercial Specialist is responsible for representing the United States Department of Commerce (USDOC), United States and Foreign Commercial Service (USFCS) in Vietnam. Serves as a professional analyst and advisor to the U.S. staff in planning, organizing, and administering programs to facilitate the marketing of U.S. goods and services. Assists U.S. firms by developing and organizing marketing strategies, including market research and reporting, planning trade promotion events, identifying, and leveraging trade opportunities, and bringing U.S. and host country business representatives together.

Develops and maintains key professional and social relationships (mid-to-high levels) to exchange information and gain cooperation and knowledge on substantive trade and commercial matters. Analyzes market trends and evaluates market research involving the sectors for which responsible. Performs research and prepares highly complex factual analysis on a variety of matters affecting U.S. exports and trade in assigned industry sectors. Advises U.S. and host-country clients on each other's regulation as they affect trade and investment opportunities. Informs host country officials and business organizations about U.S. legislation, regulation and practices pertaining to foreign investment, all with limited supervision. Develops proposed solutions U.S. companies can pursue to enter the market or advance their engagement in the market. Prepares materials and briefings designed to influence companies to pursue proposed solutions.

Is responsible for developing and implementing inbound investment promotions events and activities within their sectors of responsibility. Advocates for U.S. trade interests by implementing projects, identifying appropriate actions, and resolving trade problems. Investigates trade complaints in assigned industry sectors and makes recommendations for resolution.

The incumbent has responsibility for the complex and strategic industrial sectors representing high potential for U.S. exporters and that require critical advocacy and addressing complex market-access issues. Assigned industry sectors generally include complex sectors, such as (but not limited to) Architecture, Security and Safety, Aviation, Construction and Engineering, Healthcare, Consumer Products, Food Processing and Packaging Equipment, Cold Chain Equipment, Agriculture, Franchising, Energy, General Industry, and Environment, etc. Serves as a mentor or serves as a team lead for junior staff, interns and/or contractors who could benefit from additional training and support. Shares knowledge to foster electronic engagement in support of the agency's mission.

#### 10a. Direct Supervisor of Position:

Supervision is provided by the Principal Commercial Officer and Commercial Officer. . The incumbent has full technical responsibility for assignments, based on established guidelines and works mostly independently in accomplishing the work.



**BUSINESS MATCHMAKING AND OTHER FCS PRODUCTS AND SERVICES 20%**

Serves as a mid-level professional analyst and advisor to the U.S. staff in planning, organizing, and administering programs to facilitate the marketing of U.S. goods and services. Responsible for the identification of distributors, representatives or partners employing USFCS programs, such as, but not limited to, matchmaking programs, due diligence on foreign parties, and in-country promotion of products or services as described in detail by the most current USFCS User Fee Policy.

Independently, undertakes these as requested and makes recommendations to companies on which USFCS products and services best meet their needs. With limited guidance, recommends and develops USFCS Programs specifically tailored to clients in need of more customized business services.

Investigates and makes recommendations for the resolution of trade complaints and advocacy cases presented by U.S. firms involve millions or billions of U. S. dollars in potential sales or contracts. Works with other trade-related elements both within the Department of Commerce and within the interagency trade community, such as the Bureau of Industry & Security (pre-license and/or post-shipment investigations), Enforcement and Compliance (antidumping and countervailing duty investigations), Global Markets Regional Officers (compliance issues), and Industry and Analysis (industry issues).

**BUSINESS COUNSELING, ADVOCACY & OUTREACH 20%**

With advanced understanding of matters affecting assigned sectors as well as general trade issues (e.g., laws, regulations, standards, procedures, and other legal matters affecting the importation of U.S. goods and services), the incumbent advises U.S. firms, Commercial officers, and other U.S. government (USG) personnel on effective strategies for market entry, market expansion, and participation in major projects. Responds to a wide range of trade inquiries from U.S. firms seeking to export or are encountering difficulties in exporting, as well as requests from local firms and/or government institutions interested in buying U.S. products and services. Prepares speeches and talking points in both English and host country language and gives presentations on USFCS programs and bilateral commercial relations to business audiences in both the U.S. and the host country. Helps settle trade disputes between American and host country companies involving IPR issues, non-payment for products and services, poor product quality, and other commercial issues that may arise.

**TRADE AND INVESTMENT EVENTS 20%**

Proposes trade events (trade missions, exhibitions, seminars, videoconferences, etc.), both virtual and in-person, and both within assigned sector(s) of responsibility and, as events are approved, works to implement events that includes promotion, recruitment, and administrative staff (team may include Department of Commerce HQ staff, other Consulate, as well as trade associations and/or trade fair authorities).

Specific responsibilities include such things as organizing logistics and event/meeting schedules, preparing promotional materials, drafting market research, and briefing materials, preparing, and monitoring budgets, supervising contractors, managing promotion and recruitment, and preparing end-of-show reports. Follows-up with clients for all events, products, and services in assigned sectors to identify and report Written Impact Narratives (WINs) in a continuous and timely manner.

Tracks client satisfaction and uses results to propose and implement improvements for future events, products, services, and procedures. In trade missions led by high-ranking USG officials, the incumbent works closely with the USG official's office to prepare the official agenda and the event scenarios. Identifies the most important trade exhibitions in the U.S. and may organize groups of host country firms to attend them. Briefs local buyer groups on business practices and advises them in partnering with appropriate U.S. firms.

*Note: The Commercial Specialist will also organize SelectUSA investment promotion events within their assigned sectors.*

**MARKET RESEARCH 15%**

With limited guidance, performs a range of research-related activities:



- A. Prepares market studies in assigned industry sectors, analyzing statistics, and forecasting trends in trade, production, and markets, assuring the maximum degree of accuracy, completeness, and reliability in the final report. Sources of information include official government contacts and reports, industry and trade association contacts and reports, trade directories, and websites. When formal statistical information does not exist, uses contacts in industry and government, as well as own good judgment and analytical ability to estimate data.
- B. Writes and delivers analytical reports indicating how the host country's complex laws, policies, and business practices affect U.S. trade and investment. The forums for delivery could include counseling sessions, presentations, media interviews, and/or recorded segments in which the incumbent would either be a presenter or help the Commercial Officers to prepare the presentation.

Market studies produced includes sections of Country Commercial Guide (CCG), Customized Market Intelligence and the Initial Market Checks. In cases where such reports are performed by contractors or interns, the employee selects and supervises the contractors and reviews the final report for conformity with USFCS quality standards.

#### **STRATEGY, TRADE CONTACTS AND MARKET DEVELOPMENT 15%**

Serves as the principal advisor to Commercial Officers and other American Officers in the sectors of assigned responsibility. Develops and maintains an extensive range of contacts vital to U.S. commercial interests, including mid- and senior-level government officials; top executives in assigned industry sectors; and representatives of trade associations and international organizations. Uses these contacts to identify and suggest solutions to problematic trade issues, resolve trade complaints and to identify trade opportunities and potential partners for U.S. firms. Proactively finds new opportunities for U.S. companies in emerging industries. Works closely with government officials, associations, and leading private sector companies to eliminate eventual non-tariff barriers that may jeopardize U.S. exports. Uses representation funds effectively as a tool for developing contacts.

Participates in the formulation of the post's strategic plans for trade promotion, market development and commercial reporting. Provides key insights into the overall commercial strategy as well as defining strategies for assigned sectors. With focusing on maximizing results for clients, develops corresponding programs and services to position U. S. companies to sell their products and services. To track progress, creates a trade promotion calendar and benchmarks to achieve the commercial strategy within assigned sectors. Makes recommendations to assure maximum promotion of U.S. exports in the light of complex factors in changing political and economic situations, as well as tough foreign competition and strong cultural barriers. Works with other posts to implement regional programs and initiatives and serves on regional industry team for assigned sectors.

#### **ADDITIONAL DUTIES (10%)**

Report and Database upkeep: Tracks client satisfaction by seeing that participation agreements for USFCS services are appropriately cleared and generates export WIN reports resulting from counseling and trade promotion activities. Maintains client records in Salesforce and eMenu, meeting targets for WINs, Highlights, Client Assists and Commercial Diplomacy, as assigned annually. Maintains records and updates USFCS contacts in post's contacts database. Maintains records of business inquiries and requests to ensure that action has been taken.

Event support and other duties as assigned: Supports major policy events and assists with mid and senior-level USG visitors to the host country, with specific responsibility for managing mid to high-level meeting schedules. Prepares briefing memoranda, background information, and speeches for use by executive staff on commercial developments and activities. Performs duties as assigned by supervisor. Coordinates with and provide supports on ad-hoc financial and administrative issues.

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**\*\*Note: This position description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the agency.**

## Minimum Qualification Requirements

### 12. Knowledge

#### 12a. Pre-hire (Operational):

Thorough knowledge of the host country's economy, commercial and industrial structures, business and industry customs and practices, trade and investment laws, regulation, and policies. Comprehensive working knowledge of international trade (terms and procedures). Significant understanding of legislation, rules and regulations affecting trade and investment.

#### 12b. Post-hire (Organizational):

Detailed knowledge of USFCS goals, programs, policies, procedures, and reporting requirements, as well as Mission Structure, policies, and activities. Detailed understanding of USG trade policies, and export promotion programs. Knowledge of U.S. business practices and official policies as related to international trade and investments.

Detailed working knowledge pertaining to USFCS Memorandum, Commercial Service Host Country Region Operations, Department of Commerce Foreign Commercial Operations Manual, International Trade Administration (ITA) Central (SharePoint Site), USFCS reporting requirements and other instructions, general office procedures, the Foreign Affairs Manual.

### 13. Education

Bachelor's degree in business management, economics, marketing, international trade or international affair or host country equivalent is required.

### 14. Licensing/Certifications/Training

USFCS Core Competencies Course; USFCS specific software applications. USFCS distance learning courses and training programs in the U.S. and elsewhere. Relevant CS industry sector team training. On-the-job training on export promotion programs, market research, software applications, database use (eMenu, Salesforce, ITA Central) and the like.

### 15. Work Experience

#### 15a. Non-Supervisory:

Minimum four (4) years of work experience in business, government, or industry association in one or more fields of marketing, international trade, economics, trade promotions, project management, and marketing analysis/research that includes significant analysis and report writing.

#### 15b. Supervisory:

N/A

### 16. Language Proficiency - List English and other host country language(s) proficiency requirements by level (1-5) for speaking, reading, and writing.

Host-Country Language:	English:	Level 4 - Fluent; speaking/reading/writing, may include the ability to translate
Host-Country Language:	Vietnamese	Level 4 - Fluent; speaking/reading/writing, may include the ability to translate
Host-Country Language:		
Host-Country Language:		

### 17. Pre-hire Skills and Abilities

Strong interpersonal skills, salesmanship, critical and analytical thinking, problem solving, judgement and proactively assessing obstacles and identifying solutions to ensure programmatic success is essential.



Proficiency in Microsoft Office Suite (Word, Excel, Power Point, Outlook) to create documents and spreadsheets, maintain and update databases, and develop presentations. Good keyboarding skill is required.

18. Post-hire Skills and Abilities

Ability to develop and maintain an extensive range from working, mid to high-level contacts in the public and private sector with a particular focus on local firms within the assigned industry sectors to obtain information and to advance U.S. trade, commercial and public diplomacy efforts. (These contacts include host governments, trade associations, marketing firms, universities and academia, private companies, and the media.) Ability to interpret for high-level U.S. and host country officials, which includes the Ambassador, the Deputy Chief of Mission, Senior Commercial Officer and/or high-level U.S. Department of Commerce visitors.

Ability to plan, organize and execute commercial projects/research. Ability to analyze statistical data and maintain data sets for accurate reporting. Ability to prepare factual and analytical reports on a variety of matters affecting U.S. exports and trade in assigned industry sectors. Ability to drafts detailed, complex reports on markets and trade policy. Use of USFCS specialized software for maintaining database and reporting purposes.

19. Special Work Environment & Conditions

N/A